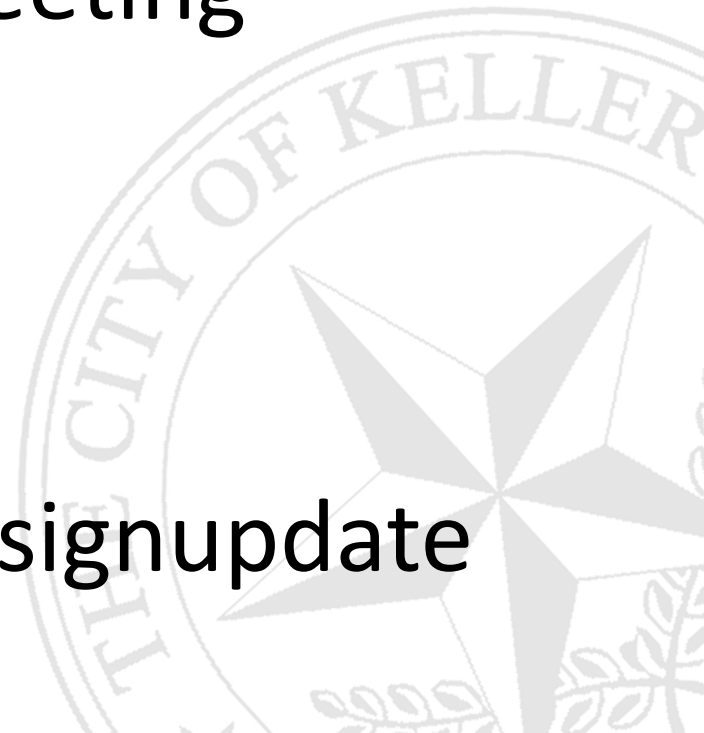


Sign Code Update 2016

April 12, 2016 Meeting

www.cityofkeller.com/signupdate



Sign Code Update 2016

A. Introduction

B. Sign Items

Staff Raised

Public Input

C. Discussion

D. Next Steps



Sign Code Update 2016

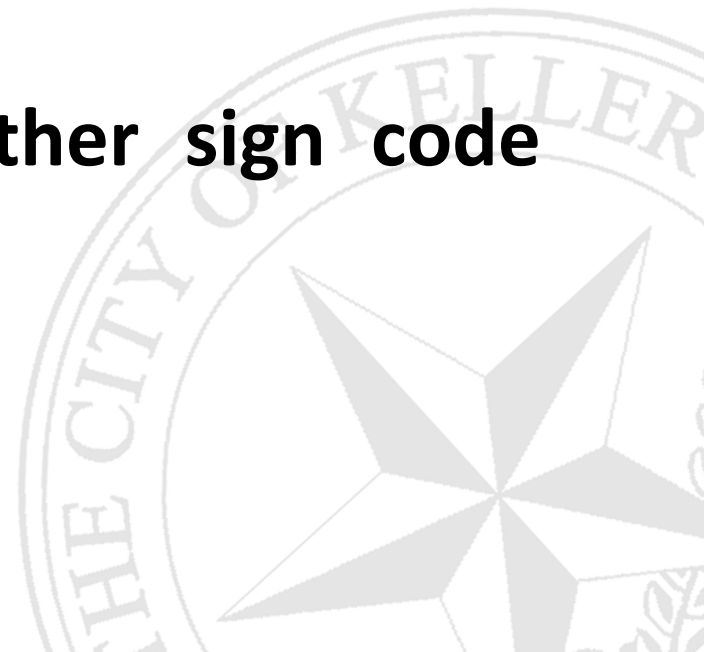
Background

- In July 2015 the City of Keller updated its Unified Development Code (UDC)
- At that time the City recognized the need to revisit sections of the code in more detail, including signage.
- In addition, some updates to the signage code were made in July 2015, and we can now evaluate how successful these update have been.
- Public meetings were held in late February to gather feedback on staff identified issues and identify any additional concerns.

Sign Code Update 2016

Goals of Update

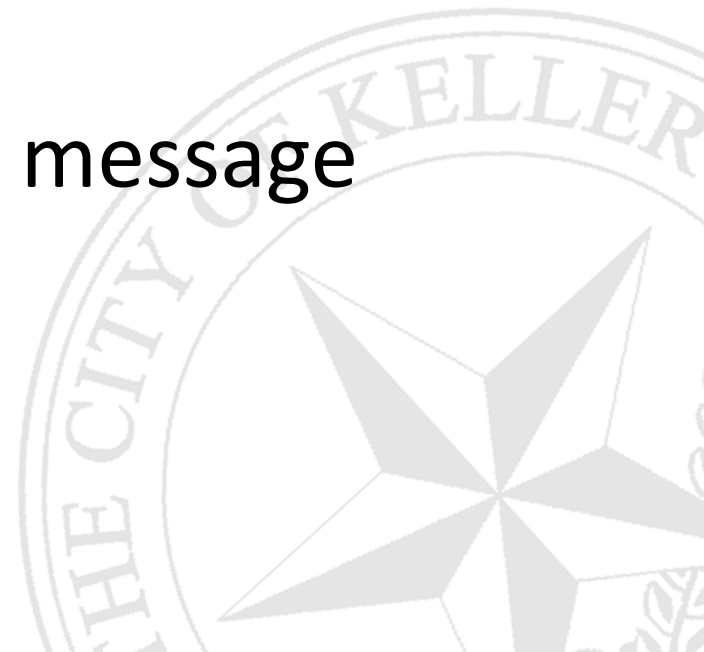
- Ensure clear, concise and consistent code language.
- Evaluate wall sign sizing from the July 2015 update.
- **Identify and address any other sign code issues.**



Sign Code Update 2016

Goals of Sign Code

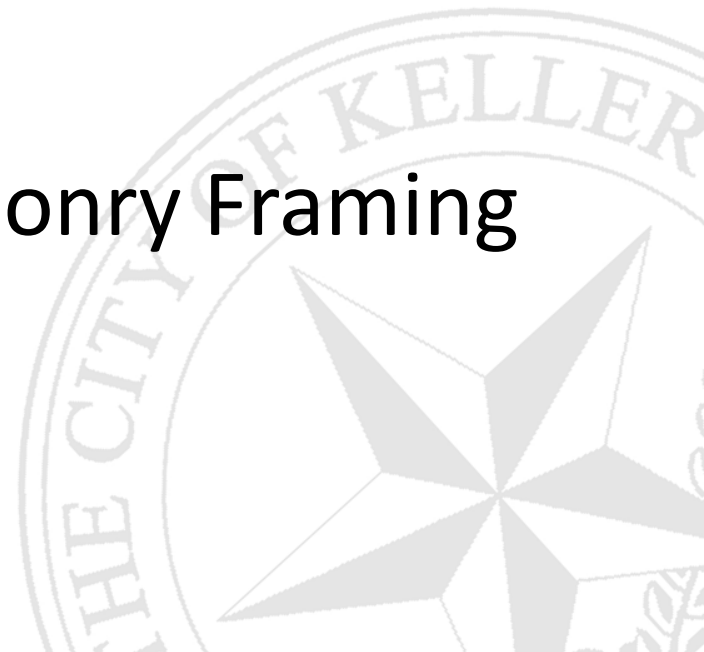
- Prevent sign clutter
- Safety of public
- Create a sense of place
- Allow groups to share their message



Sign Code Concerns

Staff-Identified Concerns

- Format, Clarity and Consistency
- Wall Sign Sizing
- Wall Sign Types
- Monument Signs and Masonry Framing
- Temporary Signs



Sign Code Concerns

Public Input Meeting Concerns

- Temporary Signage – more opportunities
- Weekend Directional Signs (open houses)
- Electronic permitting
- Off-Site Signage in Old Town Keller
- Consider building setback in sign size
- Landscaping conflicts with signage

Sign Code Update 2016 Issues

Format, Clarity and Consistency

- Staff found this to be an issues, proposed reorganizing and uses tables.
- Public Input at meetings was in support of this approach
- **Draft Code is reorganized and utilizes tables to convey sign regulations.**

Sign Code Update 2016 Issues

Wall Sign Sizing

- Staff proposed removing formula for a table
- Public Input was generally in support of this idea
- **Draft Code includes table for wall sign sizing**



Sign Code Update 2016 Issues

Wall Sign Sizing

Type (per Transportation Plan)	Setback	Max. Size
Local Streets	$\leq 100'$	40 sf
	$>100'$	60 sf
Collector and Arterials with four lanes	$\leq 100'$	80 sf
	$>100'$	100 sf
Arterials with six or more lanes	$\leq 100'$	180 sf
	$>100'$	200 sf

Sign Code Update 2016 Issues

Wall Sign Sizing

- Staff proposed adding regulations to control width of wall signs to prevent cluttered appearance
- Public Input was generally in support
- **Draft Code includes language on wall sign width**

Sign Code Update 2016 Issues

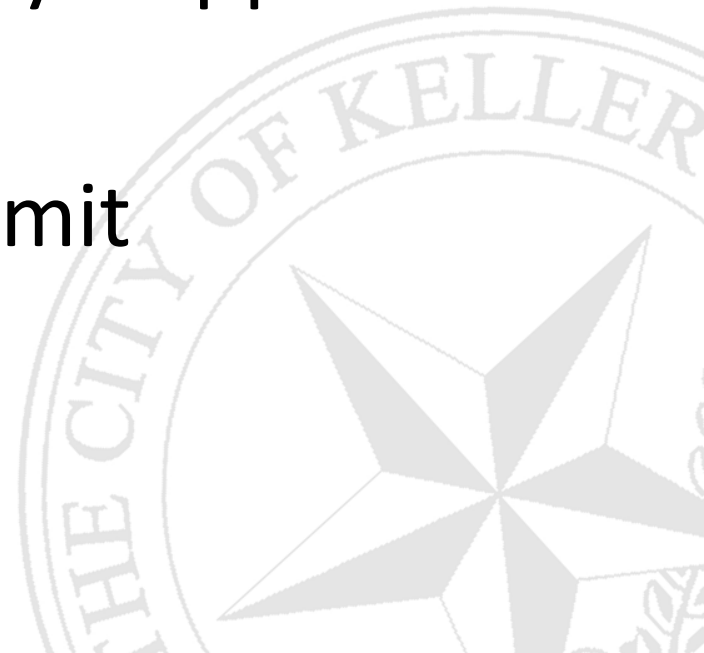
Wall Sign Sizing

Type (per Transportation Plan)	Setback	Max. Size	Max. Width
Local Streets	≤ 100'	40 sf	75% of building or lease space width.
	>100'	60 sf	
Collector and Arterials with four lanes	≤100'	80 sf	Sign must be a minimum of 1 foot from the edge of the lease space.
	>100'	100 sf	
Arterials with six or more lanes	≤100'	180 sf	

Sign Code Update 2016 Issues

Wall Sign Sizing

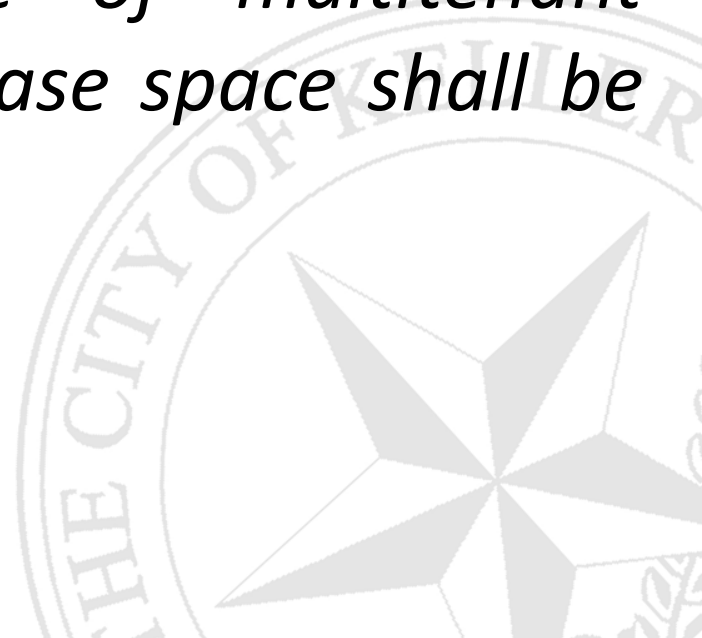
- Staff proposed adding a guide on max area relative to building.
- Public Input was generally supportive of this idea
- Draft Code contains 20% limit



Sign Code Update 2016 Issues

Wall Sign Sizing

*Additional Attached Sign Types *No combination of attached signage shall exceed twenty percent (20%) of the area of the façade on which it is mounted. For the purpose of multitenant buildings, only the individual lease space shall be considered.*



Sign Code Update 2016 Issues

Wall Sign Types

- Staff proposed to remove box signs and require channel letters, either individually mounted or on a raceway.
- Public Input was generally supportive of this idea
- Draft Code includes regulations prohibiting internally illuminated box signs



Sign Code Update 2016 Issues

Wall Sign Types

E. General Standards

1. Prohibited Signs

...

- i. Internally illuminated boxed cabinet wall signs are prohibited.



Sign Code Update 2016 Issues

Number of Wall Signs:

Staff proposed to increase the number of wall signs permitted

1. Allow one per wall visible from a public street.



2. Allow multiple signs not to exceed the allowed area for one sign.



Sign Code Update 2016 Issues

Number of Wall Signs:

Public Input was mixed between the two options presented

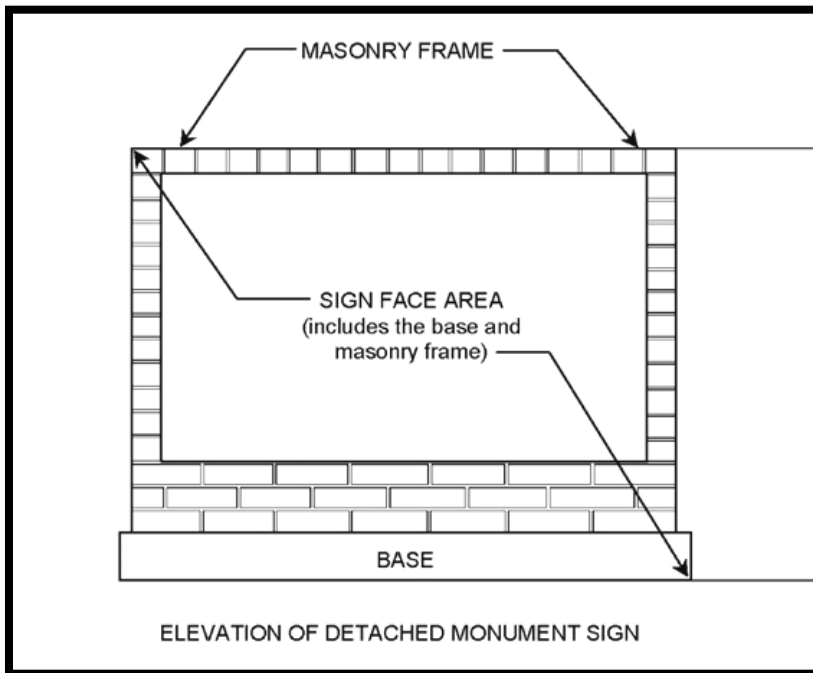
Draft language allows **“1 per building elevation or lease space elevation visible from a public street”**

- *Auxiliary signs allowed on restaurant >5,000 sf or commercial building > 25,000 sf*
- *Awning signs – 9” letters on valance*
- *Incidental – 4 sf one per elevation*

Sign Code Update 2016 Issues

Monument signs and masonry framing:

Staff proposed removing requirement for masonry framing



Sign Code Update 2016 Issues

Monument signs and masonry framing:

Options are to consider:

- Requiring a percent of the sign to be masonry material but not require framing.
 - Example Colleyville, default is 37% masonry; Town Center 57% masonry
- Add minimum masonry base requirements.
 - Example Colleyville 18" base
- Add minimum masonry thickness requirements.
 - Example Southlake 6" frame; Colleyville 18" columns, North Richland Hills 8" frame

Sign Code Update 2016 Issues

Monument signs and masonry framing:

Public input was generally in favor of allowing creativity. Context was cited as a concern and different standards should be applied in residential v. commercial v. industrial areas.

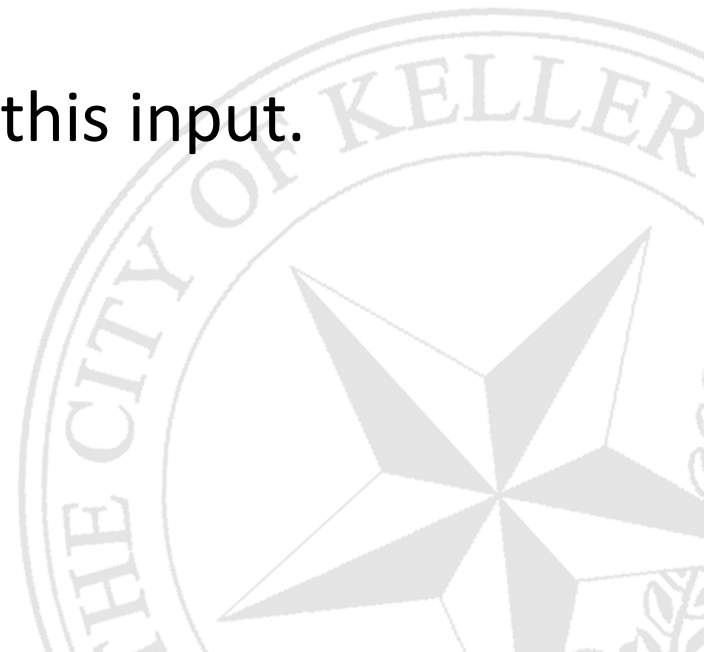


Sign Code Update 2016 Issues

Monument signs and masonry framing:

Public input was generally in favor of allowing creativity. Context was cited as a concern and different standards should be applied in residential v. commercial v. industrial areas.

Language drafted into code reflects this input.



Sign Code Update 2016 Issues

Monument signs and masonry framing:

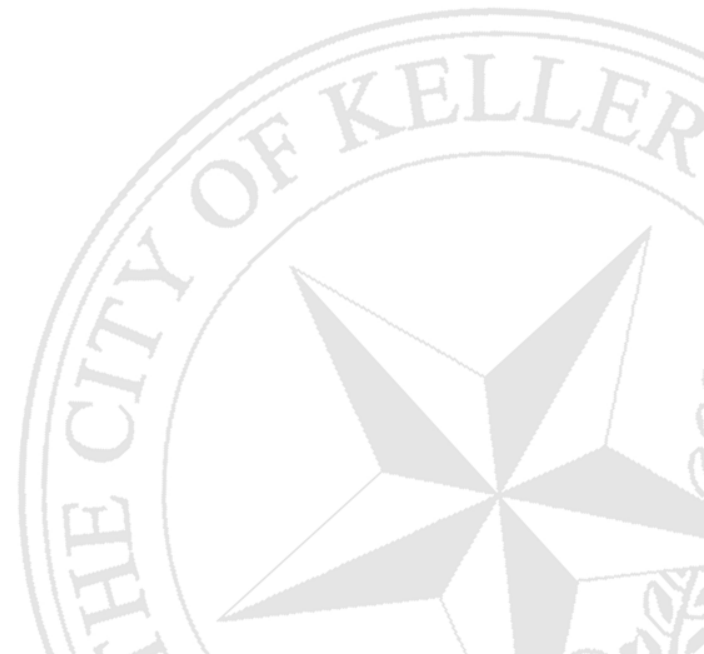
In Non-residential Districts *“signs shall have a minimum 6” masonry frame on sides, bottom and top or a minimum of 50% of the sign area shall be masonry material matching the primary building material in color and finish.”*

In Residential Districts *“A minimum 6” masonry frame and 2’ masonry base matching the primary building material in color and finish is required.”*

Sign Code Update 2016 Issues

Temporary Signs

- Staff proposed increasing size to 24 sf.
- Public Input supported this.
- Draft reflects this change.



Sign Code Update 2016 Issues

Temporary Signs

- Temporary signage, more opportunities – Draft language allows four signs per year, 7 days each, no separation period between signs.

Section 8.09 (E.5) Table 1 - Temporary Sign Regulations

Type	Max. Size (in square feet)	Number permitted	Duration	Zoning	Additional Standards
Banners	24 sf	1/building or lease space elevation	7 days	All	Allowed four times per calendar year, banners must be attached to buildings.

Sign Code Update 2016 Issues

Temporary Signs

Signs for community events

- Off-site 7 days prior to an event, 12 signs maximum, 12 sf per sign

Portable Signs

- up to 50 square feet, 5 times per calendar year, for non-profits located in Keller only



Sign Code Update 2016 Issues

Weekend Directional Signs (open houses)

- Concern raised in February over requiring sandwich style signs
- No changes made to the draft code.
- Staff will bring this item up at the Planning and Zoning Commission Meeting on May 9th and the City Council work session meeting on May 17th.

Sign Code Update 2016 Issues

Electronic Permitting

- Idea for Electronic permitting shared in February
- Would be great! but we don't currently have system for this.

Building Setback

- Consider building setback in sign size – this concern was incorporated in the sign sizing.

Sign Code Update 2016 Issues

Off-Site Signage in Old Town Keller

- Provision made for special sign district in draft code.
- Current Old Town Keller Phase II Design Project should consider sign design for permanent direction signs that are effective.
- Interim solution would be to use Weekend Directional Signage.
 - Collected at the end of each day
 - A-Frame style required
 - Maximum width 24"
 - Maximum height 48"
 - Permission of property owner required
 - 1 per intersection
 - Hours 7am to 7pm



Sign Code Update 2016 Issues

Landscaping conflicts with Signage

- Concern was raised regarding landscaping and signage
- Code amendment proposed to the landscaping section on require tree spacing

“Minimum four inch (4”) caliper canopy trees ~~spaced twenty-five feet (25’) on center~~ in a straight line spaced based on projected mature tree canopy widths near the center of the thirty-foot (30’) landscape buffer adjacent to thoroughfares with four (4) or more lanes. To allow visibility of signage, trees may be planted in clusters to allow spacing between trees to be a maximum of sixty feet (60’).”

Sign Code Update 2016 Discussion

1. Did we accurately capture and address your concerns from the first set of meetings?
2. Are there any other concerns or ideas we should address?

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Sign Code Update 2016

Six-Month Process:

1. Work session with City Council and P&Z
2. Meetings with Businesses/Sign Contractors
3. Drafting Regulations
- 4. Meetings with Businesses/Sign Contractors**
5. Work Sessions with P&Z (May 9th) and City Council (May 17th)
6. Revisions to Draft
7. Public Hearings for Code Update (tentative June 13th and June 21st)

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Sign Code Update 2016

	January			February			March			April			May			June		
Internal Discussion	■	■																
Prep & Notice Public Meetings		■	■	■														
CC work session					■													
P&Z work session					■													
Public Meetings						■	■											
Process Information							■	■										
Draft Ordinance							■	■	■	■								
Prep & Notice Public Meeting								■	■									
Public Meetings										■								
Revisions											■	■						
P&Z work session													■					
Revisions													■	■				
CC work session															■			
Revisions																■		
Required PHN																■	■	
P&Z public hearing & recommendation																	■	
CC public hearing & adoption																	■	

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Sign Code Update 2016



Questions?

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