



# **City Council Workshop on Draft Sign Code**

**May 27, 2014**

# Background

- 2002 Adopted Content Neutral Sign Code
- 2003 Amended the Code to increase the size of Bus Stop Signs
- 2003 Amended the Sign Code to add Gateway Signs

# What is a content neutral code?

- No distinction between off-premise and on-premise signs
- Cannot look at the content of the sign



# City Council Direction

April 26, 2010



City Council directed staff to initiate a code amendment to Title 20.56 Signs - to establish regulations on digital signs and revise other sections that have been difficult to administer.

# Stakeholder Workshops

- October 8, 2013 – Sign Companies
- October 22, 2013 – Sign Companies
- December 11, 2013 – Businesses
- January 13, 2014 – Keep Truckee Meadows Beautiful and Scenic Nevada
- April 2, 2014 – Sign Companies
- April 3, 2014 - Businesses

# Administrative Issues

- Size of allowed signs based on building frontage
- New business sign requires sign calculations for the entire shopping center or site
- Sign must be 50% opaque
- Temporary sign regulation
- Predictability in amount of signs
- Defining business frontage



# Sign Code Amendment Calculations

## Existing Code

Maximum sign area for all building, monument and freestanding signs on the site including the entire shopping center



## Proposed Code

- Maximum building sign area based on business frontage
- Set size of monument signs
- Freestanding signs based on % of site frontages (maximum 2 frontages)

# Advantages of new calculations

- Predictability on the size of sign for a building sign of a business
- Don't need the calculations of the sign area for the entire site/shopping center
- Individual business assured of having building sign area
- Freestanding signs determined by site and not part of the sign area for the individual business
- Tenants on Freestanding sign determined by landowner and not allowable sign area for center/site
- No limit on the number of signs





# Sign Code Amendment Sign Tables

## Existing Code

- Table of types of illumination
- Table for maximum allowable sign area per site
- Table for building sign limitations
- Table for freestanding and monument sign limitations

## Proposed Code

- Building sign limitations
- Monument sign limitations
- Freestanding sign limitations
- All tables include maximum area, maximum number of signs, allowance of projecting signs and type of illumination

# Sign Code Amendment Letter size and opaque

## Existing Code

- 9 inch minimum on letter height
- Sign must be 50% opaque

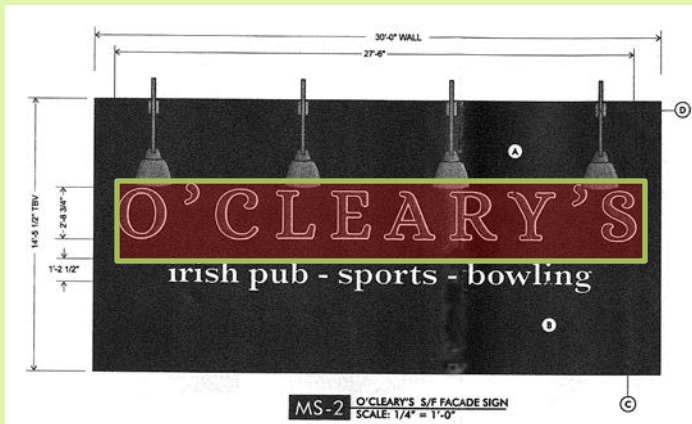


## Proposed Code

- No minimum letter height
- No opaque percentage required with new method for sign calculations

# Example

## New sign area calculations

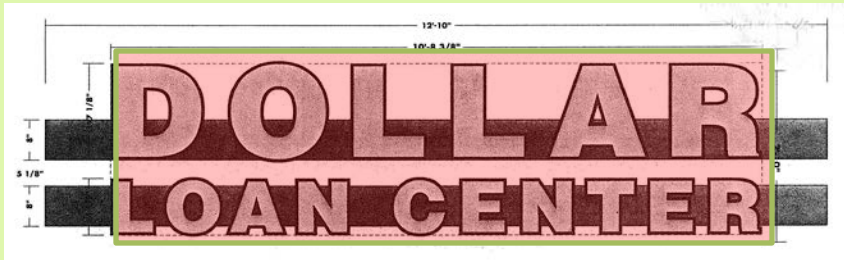


Current Sign Area –  
75 square feet

Draft Code Area of  
Just channel letters –  
23.65 square feet

# Example

## New sign area calculations

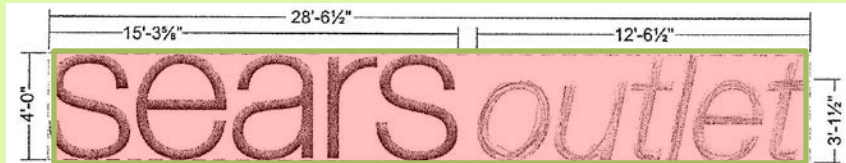


Current Sign Area –  
30.3 square feet

Draft Code Area of  
Just channel letters –  
10.9 square feet

# Example

## New sign area calculations



Current Sign Area –  
114.2 square feet

Draft Code Area of  
Just channel letters –  
46.8 square feet

# Digital Signs



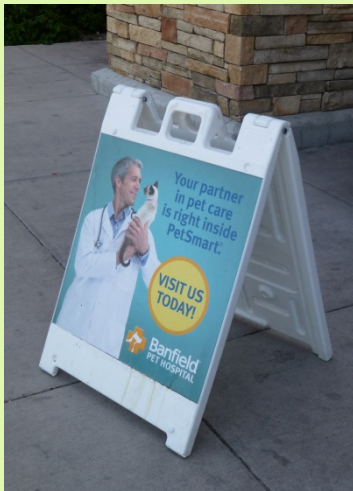
- Allowed in TC, C2, I and PF over 10 acres
- Constant display – 8 seconds with 1 second change time
- Digital sign portion 50% in C2 and I
- Digital sign portion 75% in TC
- Monument and special freestanding signs – entire sign may be digital
- Brightness – 0.3 foot candles above ambient light levels
- Mode of operations prohibited over 32 square feet of fade, dissolve, travel, message sequencing or scrolling except for TC
- No video display, flashing or blinking
- Distance between freestanding signs is 200 feet and special freestanding signs is 3,000 feet.

# Temporary signs

## 2 TYPES OF TEMPORARY SIGNS

### Portable signs

- Maximum size – 8 square feet
- Display only during business hours and within 20 feet of public entrance
- Not located in public ROW, drive aisle, parking lot, landscaping or pedestrian way



# Temporary signs

## Temporary signs

- Issued at discretion of property owner/property manager
- Allowed 2 signs per public entrance with maximum of 8 per site
- Located on private property only
- Display based on calendar year with reapplying annually
- If site has digital sign than maximum is reduced by 2 signs
- Setback minimum of 1 foot for every foot of height from ROW



- Maximum of 18 square feet
- Kept neat and clean
- Not faded, torn or damaged
- Cannot be affixed permanently to ground or building
- Cannot be attached to structure or vegetation, utility structures, traffic signs/poles
- Exception – Vacant buildings may display temporary sign affixed to building not to exceed 80 square feet and does not require temporary signs permit
- May not be illuminated







# For sale signs

- Either a temporary sign or special monument
- Cannot be placed in ROW
- No permit required
- May not exceed 32 square feet
- May not be illuminated



# Nonconforming signs new provisions

- Nonconforming outdoor advertising structures cannot be converted to digital (unless made to conform to current code)
- Neither sign or supporting structure increased in size or height nor additions or enhancements
- Only converted to digital if brought into conformance with the code
- Existing nonconforming sign may be replaced or enhanced as long as changes increase level of conformance



**Any  
Questions?**